

IN THE CLAIMS:

Please cancel Claims 4-7, 13, 14 and 20-41 without prejudice or disclaimer of the subject matter recited therein.

Please amend Claims 1, 2 and 8-11 and add new Claim 42 as follows.

1. (Currently Amended) An image display apparatus comprising:  
an image signal generating unit for generating an image signal; and  
an image display element for displaying an image on a screen according to the image signal inputted from said image signal generating unit, said image display element having a plurality of modulation target units,

wherein, when the screen and an image to be displayed are different in aspect ratio, all of said modulation target units substantially within a non-effective image area set at least at upper or lower sides or right or left sides of the screen are operated a plurality of times from a start of displaying until an instruction to terminate an operation by a user is divided into a portion in which the image is to be displayed and a dark display portion in which no image is to be displayed, non-dark display is performed in the dark display portion for a predetermined time period from a start time of display control until a start time of a process for terminating the display control, and the predetermined time period is set such that, even when the non-dark display is performed for the predetermined time period, the non-dark display cannot be recognized by a viewer.

2. (Currently Amended) An image display apparatus according to Claim 1, wherein ~~said image display element includes a~~ said plurality of modulation target units ~~that are arranged~~ two-dimensionally ~~arranged~~.

3. (Previously Presented) An image display apparatus according to Claim 1, wherein said image display element performs binary display.

Claims 4-7. (Cancelled).

8. (Currently Amended) An image display apparatus according to Claim 1, wherein the image is displayed by sequentially irradiating said image display element with light in various colors and switching images in the colors displayed by said image display element in synchronization with the light irradiation, and  
the non-dark display operation of said modulation target units within the non-effective image area is performed in a display period assigned to a specific color.

9. (Currently Amended) An image display apparatus according to Claim 1, wherein said image display element performs binary display, and  
the non-dark display operation of said modulation target units within the non-effective image area is performed for a signal corresponding to a low gradation.

10. (Currently Amended) An image display apparatus according to Claim 1, wherein the ~~non-dark display~~ operation of said modulation target units within the non-effective image area is cyclically performed at a frequency lower than a screen refresh frequency of said image display element.

11. (Currently Amended) An image display apparatus according to Claim 1, wherein the ~~non-dark display~~ operation of said modulation target units within the non-effective image area is cyclically performed at a frequency of 50Hz or higher.

12. (Previously Presented) An image display apparatus according to Claim 1, wherein the image signal transmitted from said image signal generating unit to said image display element is a pulse-width-modulated signal, and  
said image display element is driven by the pulse-width-modulated signal and displays a gradation image.

Claims 13 and 14. (Cancelled).

15. (Previously Presented) An image display apparatus according to Claim 1, wherein said image display element is a spatial modulation element that uses a liquid crystal.

16. (Previously Presented) An image display apparatus according to Claim 1, wherein said image display element is a spatial modulation element of an MEMS type.

17. (Previously Presented) An image display apparatus according to Claim 1, wherein said image display element is a spatial modulation element in which micromirrors are arranged.

18. (Previously Presented) An image display apparatus according to Claim 1, wherein said image display element is an LED.

19. (Previously Presented) An image display apparatus according to Claim 1, wherein said image display element is a display element of a self light emitting type.

Claims 20-41. (Cancelled).

42. (New) An image display apparatus according to claim 1, wherein a single time of the operation of the modulation target units substantially within a non-effective image area is performed during 173  $\mu$  s or longer.